

Tobacco Prevention & Control Program

November 2004

Tobacco Facts

Tobacco-related diseases kill about 8,000 Washington residents every year.

Tobacco use causes 90 percent of lung cancer deaths, 45 percent of heart disease deaths in people younger than 65, 33 percent of all cancer deaths, 18 percent of stroke deaths, and 10 percent of newborn deaths.

Program Goals

- Prevent kids from starting tobacco use
- Help people quit
- Eliminate exposure to secondhand smoke
- Eliminate the disproportionate health effects experienced by at-risk populations.

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Tobacco use is the leading cause of preventable death in Washington State and across the nation. About 8,000 people die each year in Washington from tobacco-related illnesses – more than AIDS, alcohol, drug abuse, car crashes, murders, suicides, and fires combined. The cost comes not only in lives, but in dollars as well. State taxpayers spend more than \$200 million annually through Medicaid to treat smoking related illnesses, pushing the total Washington healthcare tab for tobacco-related illnesses past \$1.5 billion each year.

The Washington State Department of Health greatly expanded its 10-year-old tobacco prevention program in 2000 with funding from the settlement of a lawsuit against tobacco companies – the Master Settlement Agreement. Recognizing the importance of a coordinated, long-term effort to reduce tobacco use, the department's Tobacco Prevention and Control Program works with local health agencies, tribes, schools, and community-based organizations to deliver a comprehensive, integrated approach to preventing tobacco use among residents.

Community and tribal programs

The state Department of Health funds tobacco prevention and control activities through local health departments and community organizations in all 39 Washington counties. In addition, the state funds activities in 26 tribes.

School programs

All nine of the state's Educational Service Districts receive funding to help schools enforce tobacco-free school policies, establish quitting programs for students, apply research-based classes, train teachers and staff, and provide information to families.

Quit programs

The Washington Tobacco Quit Line provides residents with free one-on-one counseling, tobacco quit kits, and referrals to local stop smoking programs. The program promotes changes in the healthcare system so more people get help quitting and more healthcare providers encourage their patients to quit.

Policy and enforcement

The Department of Health works with the Office of the Attorney General, Liquor Control Board, and local law enforcement to enforce state and federal laws restricting tobacco sales and advertising to kids, and to support local efforts to develop policies protecting against secondhand smoke.

Tobacco Program Results

There are about 115,000 fewer adult smokers in Washington – a 12 percent decrease – since the launch of the program.

There are about 53,000 fewer Washington kids smoking than before the launch of the program.

More than 44,000 residents have called the Washington Tobacco Quit Line to receive free one-on-one counseling, referrals to local stop smoking programs, and tobacco quit kits.

Visit the youth Web site at:
UnfilteredTV.com

Find out more about secondhand smoke:
SecondhandSmokesYou.com

Find out more about the Tobacco Quit Line at:
quitline.com

For more information on tobacco prevention:
www.doh.wa.gov/tobacco

Public awareness and marketing

The Tobacco Program's advertising campaign uses traditional media, such as television and radio advertising, to help adults quit smoking, prevent teens from starting, and educate the public about the dangers of secondhand smoke. The program also uses innovative promotions, such as a reality-based television program and cutting-edge Web sites to deliver anti-tobacco messages.

Assessment and evaluation

The Tobacco Program regularly collects and analyzes information on tobacco use among adults and youth in Washington, then measures the success of the program by comparing results to data collected before the program began.

Funding

The Tobacco Prevention and Control Program's budget for state fiscal year 2004 (July 1, 2003-June 30, 2004) is \$29 million. The budget includes funding from the:

- Master Settlement Agreement – \$17.5 million
- January 2002 increase in the sales tax on tobacco products – \$8.75 million
- Centers for Disease Control and Prevention – \$1.4 million
- Fees paid by tobacco retailers – \$900,000
- American Legacy cooperative media buy – \$493,000

Expenditures by program component

The Tobacco Prevention and Control Program's budgeting decisions are based on the principles and goals established by the Tobacco Prevention and Control Council in 1999.

